

Enhanced flavoring compositions containing at least one flavoring agent and an effective amount of N-ethyl-p-menthane-3-carboxamide are provided. The N-ethyl-p-menthane-3-carboxamide is present at about 0.04 to about 2.2 % by weight of the enhanced flavoring composition. The invention further concerns chewing gums and confectionery compositions containing a flavoring effective amount of the enhanced flavoring compositions.